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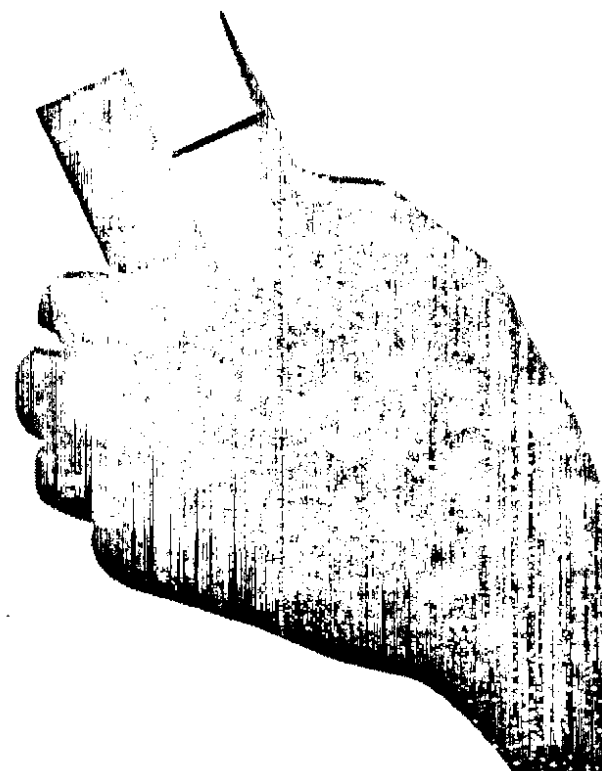
THE ANSWER TO SMOKING TODAY...



NEW CONCORD

FROM BENSON & HEDGES

ALL THE TASTE,
WITHOUT ALL THE
VISIBLE SMOKE.



THE NEW CONCORD CIGARETTE
IS A NEW TYPE OF CIGARETTE
THAT DOES NOT PRODUCE
VISIBLE SMOKE.